

Five Projects Moved to Vision Iowa Full Board for Negotiations

Five projects were recommended by the Community Attraction and Tourism (CAT) committee to be moved to the full board for negotiations at the November Vision Iowa meeting. The CAT program has assisted 215 projects and invested more than \$69 million. To date there is approximately \$976,047 available in FY 2006 CAT funding and approximately \$9,120,000 available in FY 2007 to fund qualified projects.

Here are the five projects that will be addressed at the next Vision Iowa Board meeting, scheduled for Wednesday, February 8, 2006.

Sioux Center/Public Library

Total project cost:	\$5,000,000
Requested:	\$1,300,000
Amount Awarded	\$0*

The Sioux Center Public Library Project is the culmination of a community-wide planning process that began after the tragic loss of the original public library to fire. The new library will be a 22,912 square foot modern facility that will provide enhanced learning areas, technology, cultural and educational programs.

Continued on page 2

Highlights from 2005 Tourism Conference *Council Bluffs Conference a Success!*

From keynote luncheon speaker Dan Kaercher, editor-in-chief of *Midwest Living Magazine*, to signage to best practices and culinary tourism, the 2005 Iowa Tourism Conference drew over 300 tourism professionals from around the state of Iowa for three days of info-packed sessions, great food and exposure to the best singing talent in the state. Sponsored by the Iowa Travel Federation and the Iowa Tourism Office, and hosted by the Western Iowa Tourism Region and the Council Bluffs Convention and Visitors Bureau, here's a few conference highlights:



AAA's Four Diamond Awards were handed out at the 2005 Tourism Conference. Pictured from left to right are reps from AmeriStar Casino Hotel — Council Bluffs; Hotel Pattee — Perry and The Abbey Hotel — Bettendorf; with Mary Lawyer, Director, Iowa Department of Economic Development.

Tourism Releases New 2006 Program CD

Just a reminder that you can find all the programs offered to the Iowa tourism community on the just-released 2006 Iowa Tourism — Overview of Programs CD. Included in the registration bags given out at last month's Tourism Conference, this resource also includes the 2004 County Impact Study Summary, the Co-op Advertising Program highlights and the 2006 Consumer Media Schedule. For more information on this resource or these programs, log on to traveliowa.com or call 888.472.6035. ■



Rock Valley Campground & Recreational Center

Total project cost: \$2,166,808.00
Requested: \$533,946.00
Amount Awarded \$0*

The city of Rock Valley plans to reuse an abandoned rock quarry to develop a 97-acre camping and recreation area. Once developed, the site will include 89 camping sites, approximately 1.5 miles of recreational trails, roadway improvements, new signage, two ponds with fishing docks, a beach area with swimming access, a playground, three restroom facilities, access to the Rock River for fishing and a scenic overlook area.

Orange City Community Betterment Project

Total Project Budget: \$635,231.00
Requested Funding: \$127,046.00
Amount Awarded \$0*

Orange City is undertaking a major Community Betterment initiative that will impact four city parks consisting of six phases. Located in the downtown area, Windmill Park Square will undergo a complete redevelopment that will include a historic windmill display, and water canal, Dutch farmer's market and restored band shell. Jaycee Park will receive new tennis courts. Vet's Park will offer a new skateboard park facility. A new neighborhood park that includes a picnic shelter and playground equipment will be added to the Puddle Jumper Recreation Trail.

Conrad Public Library

Total Project Budget \$1,855,000.00
Amount Requested: \$200,000.00
Amount Awarded \$0*

The new Conrad Public Library will be a 9,000 square-foot modern facility that will provide enhanced learning areas, technology, cultural and educational programs while still fulfilling the traditional library role.

Clear Lakes Arts Center

Total Project Budget: \$886,000.00
Amount Requested: \$300,000.00
Amount Awarded \$0*

This project includes renovation of an existing building to house the Clear Lakes Arts Center, and CAT funds are requested to transform the building. Improvements include installation of an elevator; construction of additions to house classroom space and to create more gallery and display space; a parking lot development; energy efficiency and accessibility improvements, and development of a terrace and sculpture court. ■

** Moved to full board for negotiations and notice of intent to award.*

2005

IOWA TOURISM AWARDS



Tourism Community of the Year
(population more than 10,000)
Council Bluffs. Accepting the award are Bob Mundt and Angie Tyner.



Tourism County of the Year
Marion. Accepting the award is Carla Ferguson.



Tourism Community of the Year
(population less than 10,000)
LeMars. Accepting the award are June Ferguson and Angie Watson.



Tourism Consumer Publication
(Population under 10,000)
Vacation Okoboji Magazine. Accepting the award is Abbey Larson.



Tourism Attraction of the Year
(Population under 10,000)
The Danish Windmill – Elk Horn. Accepting the award is Lisa Riggs.



Tourism Consumer Publication
(Population over 10,000)
Greater Des Moines Planner's Guide. Accepting the award is Greg Edwards.



Tourism Attraction of the Year -
(Population over 10,000)
The University Museum – UNI. Accepting the award is Kay Thusen.



Technical Marketing Award
Reiman Gardens. Accepting the award are Teresa McLaughlin and Megan Jorgensen.

Presented by Kim Burger, President, TFI and Sandy Ehrig, Community Development Division Administrator, Iowa Department of Economic Development, here are the Iowa Tourism Award winners for 2005 as selected by their peers.



**Tourism Event of the Year
(Population under 10,000)**
1st Friday Art Walk – Fairfield.
Accepting the award is Luci Ismert.



Tourism Media Award
Best of the Midwest. Accepting the award is Dan Kaercher.



**Tourism Event of the Year
(Population over 10,000)**
Sturgis Falls Celebration.
Accepting the award is Jay Stoddard.



Corporate Friend of Tourism
Union Pacific Railroad. Accepting the award is Brenda Mainwaring.



**Tourism Web Site Award
(Population under 10,000)**
www.clearlakeiowa.com. Accepting the award is Laurie Lietz.



Individual Friend of Tourism
Melvyn Houser, Chair,
Pottawattamie County Board of Supervisors.



**Tourism Web Site Award
(Population over 10,000)**
www.SeeDesMoines.com.
Accepting the award is Greg Edwards.



Tourism Hospitality Award
Quad Cities Convention & Visitors Bureau. Accepting the award are Joe Taylor and Pam Black.

Two Iowans Appointed to NTA Board

Iowa will now have two representatives on the board of directors for the National Tour Association (NTA). Cathy Greteman, Star Destinations, was elected by her fellow tour operators to serve a two-year term. Destination Marketing Organization (DMO) members voted to have Becky Gruening, Greater Des Moines Convention and Visitors Bureau, fill the remaining one-year term of one of its representatives. Both Iowans faced competition for these positions. This is the second time in 10 years two Iowans have served on the NTA board at the same time. Congratulations Cathy and Becky! ■

Reinders Represents Iowa at Regional Conference

LuAnn Reinders was recently a panelist at the CenStates Travel and Tourism Research Association (TTTRA) conference that was held in Overland Park, Kansas on November 2-4, 2005. Reinders, DeeAnn McKinney (MO) and Richard Smalley (KS) discussed the topic "What Can your State Tourism Office Do for You?" LuAnn also led a small group interactive session titled "Taking Your Research Reports off the Shelf and into Practice." More than 100 research and CVB professionals from the Midwest attended the conference. CenStates TTTRA is a 14-state Midwest regional organization for travel research and marketing professionals. For more information, go to www.censtatestrtra.com ■



Season Greetings

from everyone at the Iowa Tourism Office
and the Iowa Department of
Economic Development!

IOWA
life | changing®

Iowa Department of
Economic Development
200 East Grand
Des Moines, IA 50309

PRSRT STD
POSTAGE
PAID
Des Moines, IA
Permit No. 1195

It's in the Cards

Audience Results Tallied for Future Planning

Thanks to all the 2005 Tourism Conference attendees for participating in our interactive session on what services provided by the Iowa Tourism Office are most important to you. By submitting ideas on colored index cards, audience members wrote what was most important for the Tourism Office to continue, what not to continue and programs to add if given unlimited resources. We've tallied the results and here are the top two most popular answers from the audience for each of the following questions. Thanks again for sharing your thoughts and letting us know how to move forward in the coming year.

Q "What is the one program you want to see the Iowa Tourism Office continue?"
A *Continue the Tourism Co-Op Advertising opportunities.*
Continue to produce the Iowa Travel Guide.

Q "What is the one program the Iowa Tourism Office could stop doing?"
A *Don't stop any program offered by the Iowa Tourism Office!*
Please stop the fees to place brochures at Iowa Welcome Centers.

Q "If additional resources become available, what is the first program the Iowa Tourism Office should add?"
A *Add more resources for promotional funding.*
Add more regional grant opportunities.